

Learning Quest® Advisor

OFFERING 529 EDUCATION SAVINGS PLANS

**Build Relationships.
Build Loyalty.
Build Your Client Base.**



BUILD THEIR ASSETS AND YOURS

Financial Advisor magazine has credited top advisors who regularly earn more than \$1 million a year in income with having three distinct characteristics that drive their success*:

*Source: "More Secrets of the Elite 1200," Hannah Shaw Grove and Russ Alan Prince, Financial Advisor Magazine, April 2006

- 1 **They manage a holistic relationship** with their clients that allows for proactive advice and involvement.
- 2 They **foster a happy and loyal customer base** that readily provides referrals and additional assets under management.
- 3 They have a **pipeline of new affluent prospects** from current clients and centers of influence.



Build Your Business with Education Savings Products

Offering education savings product options to your client base provides you with an avenue for achieving all three of these characteristics. Adding college savings options to your product line-up shows your depth of investment offerings. You can demonstrate that you can meet all your clients' investing needs, from short-term goals like a new car or vacation to long-term goals like retirement and college savings. Plus, you can bring in additional assets from clients and their immediate and extended families.

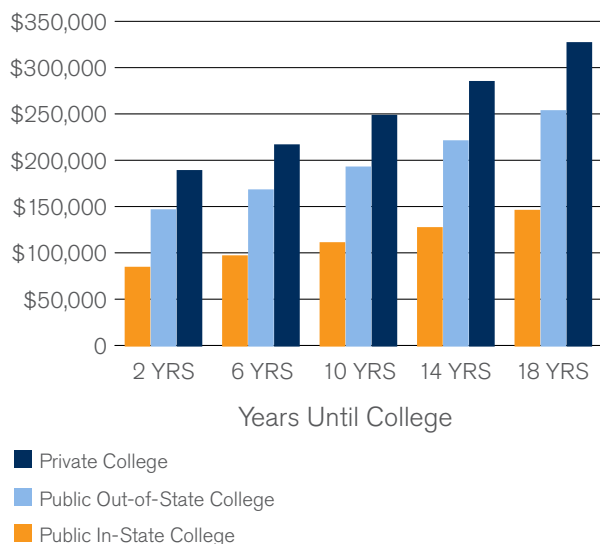
- **Foresee investors' needs.** Be a one-stop shop for all your clients' investing needs so they can consolidate their assets with you.
- **Deepen relationships.** Provide a comprehensive view of your clients' goals and help them make better financial decisions.
- **Protect your client base.** Secure your clients' college savings assets before they look elsewhere for advice.

According to Strategic Insights, total assets for the 529 savings plan industry could reach \$411 billion by the end of 2020.

Source: 529 Industry Analysis 2015, Strategic Insights

How Are Your Clients Planning to Contribute to Their Families' Higher Education Costs?

Whether it's a four-year college degree at a traditional university, or classes at a community or technical college, your clients' children and grandchildren will need additional education after high school to compete in today's economy. Because these higher education costs are on the rise, more parents and grandparents are expecting to contribute to this expense. You have an opportunity to offer solutions for helping your clients prepare.

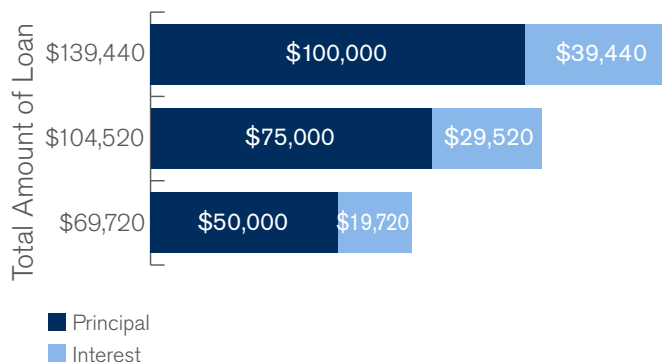


*Assumes a 3.5% annual increase in tuition, fees, room and board, and all other expenses.
Source: The College Board, Annual Survey of Colleges.
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Rising Cost of College

Some clients may be opting not to prepare for higher education expenses now in favor of leaning on student loans when the time comes. You can make them aware that when relying on loans, the total cost of education ends up being significantly higher because of the interest owed. Leaving this responsibility up to the student can equate to a heavy burden for new graduates given the college cost forecast and keep them from investing towards future goals like retirement.

Cost of Loans



The examples are for illustrative purposes only and do not represent any particular type of loan. The loan is based on an interest rate of 7% and assumes it is paid off in 10 years. The calculations do not include inflation or any fees associated with the loan. Your results will be different and will depend on the type of loan.

529 PLANS OFFER OPPORTUNITIES TO GATHER ASSETS

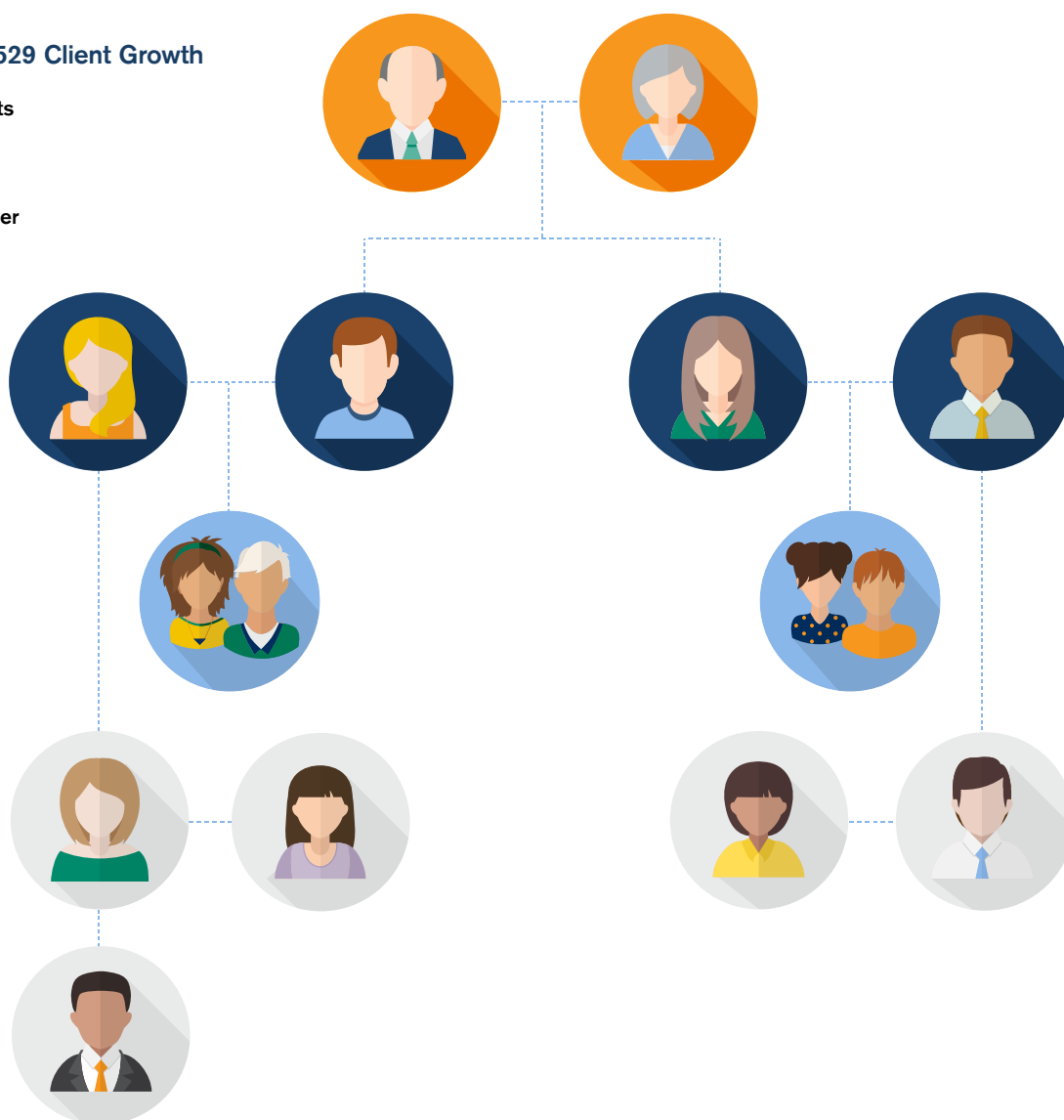
As a college savings option, 529 plans provide investors many unique benefits for their tax and estate planning and overall wealth management. Today an estimated \$235.4 billion in assets are in 529 savings plans across the country.

Source: Strategic Insights, 1Q16.

Because anyone can use a 529 plan to save for education costs, you can promote them as an investment vehicle to a large percentage of your existing client base and use them as a tool for attracting prospective clients. Parents, grandparents, friends or even the future student can open a 529 account. This becomes a great tool for multi-generational planning.

Prospective 529 Client Growth

- Grandparents
- Parents
- Children
- Friends/Other



- **Education options.** The funds may be used to pay for qualified education expenses at any accredited university, college or approved technical or vocational program, along with tuition costs for K-12 schools.
- **Estate planning.** Your clients are allowed to remove contributions and future earnings from their taxable estate.
- **Flexible control.** Your clients can maintain control of the money if they are the 529 plan account owner, and anyone can contribute to the account, expanding your sales opportunities.

- **High contribution limits.** State-sponsored education savings programs allow larger investments compared with other education savings methods.
- **Income tax benefits.** Investments grow on a tax-deferred basis, and earnings on qualified withdrawals are federal income tax-free, protecting investors' wealth. State tax benefits vary.

529 PLAN STATE TAX BENEFITS VARY

The map below provides a guide to state tax benefits available on contributions to 529 Plans.

As of 1/12/18



WHY CHOOSE LEARNING QUEST ADVISOR?

Learning Quest Advisor, sponsored by the state of Kansas and managed by American Century Investments®, was specifically designed for advisors to help clients reach their higher education savings goals.

- **A partner you can trust.** With more than 55 years of experience, American Century Investments is dedicated to helping advisors like you grow their businesses.
- **Multiple investment managers.** Choose from portfolios using funds from American Century Investments, T. Rowe Price, Principal® Funds, and American Beacon.

- **Investment choices.** Age-based tracks provide a diversified investment that automatically become more conservative over time. Take a more active role with static portfolio options or one or more of the 12 single-fund portfolios to create a customized investment.
- **Resources to help.** American Century Investments offers wholesaler support, a dedicated 529 service team and various marketing materials and sales tools to help you understand and promote Learning Quest Advisor.

FIND OUT MORE BY CALLING
1-877-882-6236.

LEARNING QUEST ADVISOR INVESTMENT OPTIONS

Age-Based Tracks

| | Conservative Track | Moderate Track | Aggressive Track |
|-------|--------------------|----------------|------------------|
| Age | Portfolio | Portfolio | Portfolio |
| 0-4 | LQA 60% Equity | LQA 70% Equity | LQA 90% Equity |
| 5-7 | LQA 50% Equity | LQA 60% Equity | LQA 80% Equity |
| 8-10 | LQA 40% Equity | LQA 50% Equity | LQA 70% Equity |
| 11-13 | LQA 30% Equity | LQA 50% Equity | LQA 60% Equity |
| 14-15 | LQA 30% Equity | LQA 40% Equity | LQA 50% Equity |
| 16-17 | LQA 20% Equity | LQA 30% Equity | LQA 40% Equity |
| 18-19 | LQA 10% Equity | LQA 20% Equity | LQA 30% Equity |
| 20+ | LQA Short-Term | LQA 10% Equity | LQA 20% Equity |

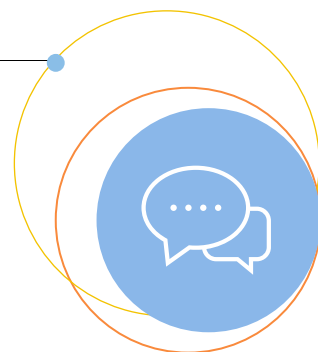
Static Portfolios

| Multi-Fund Static Portfolios | Single-Fund Static Portfolios |
|------------------------------|-------------------------------|
| LQA 100% Equity | LQA International Growth |
| LQA 90% Equity | LQA Ultra |
| LQA 70% Equity | LQA Heritage |
| LQA 60% Equity | LQA Small Cap Growth |
| LQA 50% Equity | LQA Sustainable Equity |
| LQA 30% Equity | LQA Value |
| LQA 20% Equity | LQA Mid Cap Value |
| LQA Short-Term | LQA Global Real Estate |
| | LQA Inflation Protection Bond |
| | LQA Global Bond |
| | LQA Diversified Bond |
| | LQA Cash and Cash Equivalents |

The age-based tracks and multi-fund static portfolios are made up of funds from the following fund families: American Century Investments, T. Rowe Price, Principal® Funds, and American Beacon.

The single-fund static portfolios consist of funds from American Century Investments.

Contact the American Century Investments dedicated Learning Quest Advisor Service Team to find out more about building your business with education savings solutions by calling 1-877-882-6236.





Before investing, carefully consider the plan's investment objectives, risks, charges and expenses. This information and more about the plan can be found in the Learning Quest Advisor Handbook, available by contacting American Century Investment Services, Inc., Distributor at 1-877-882-6236, and should be read carefully before investing. If you are not a Kansas taxpayer, consider before investing whether your or the beneficiary's home state offers a 529 plan that provides its taxpayers with state tax and other benefits not available through this plan.

IRS Circular 230 Disclosure: This communication was written in connection with the promotion or marketing, to the extent permitted by applicable law, of the transaction(s) or matter(s) addressed herein by persons unaffiliated with American Century Companies, Inc. American Century Companies, Inc. and its affiliates do not provide tax advice. Accordingly, to the extent this communication contains any discussion of tax matters, such communication is not intended or written to be used, and cannot be used, for the purpose of avoiding tax penalties. Any recipient of this communication should seek advice from an independent tax advisor based on the recipient's particular circumstances.

As with any investment, withdrawal value may be more or less than original investment.

Notice: Accounts established under Learning Quest Advisor and their earnings are neither insured nor guaranteed by the state of Kansas, the Kansas State Treasurer or American Century Investments.

The availability of tax and other benefits may be conditioned on meeting certain requirements, such as residence, purpose for or timing of distributions or other factors.

This information is for educational purposes only and is not intended as tax advice.

Administered by the Kansas State Treasurer
Managed by American Century Investment Management, Inc.

1-877-882-6236

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LearningQuest®
529 Education Savings Program

A stylized graphic of a torch or quill pen, colored in blue and orange, positioned to the right of the text "LearningQuest®".